



SUSTAINABLE FOOTWEAR COMPANY ALLBIRDS SELECTS GEODIS TO SUPPORT ITS EUROPEAN E-COMMERCE EXPANSION

Global supply chain operator GEODIS has been chosen by Allbirds to service sales through its newly launched e-commerce website, www.allbirds.eu which caters to 12 European markets, including Germany, France, the Netherlands, Italy, Spain and Scandinavia. GEODIS Netherlands will manage all of Allbirds's warehouse activities for these new markets from its central e-fulfillment hub in Venlo. San Francisco-based Allbirds, known for their sustainable trainers made from natural materials, have also announced the opening of a physical retail store in Berlin, coming later in the year. With the partnership GEODIS will significantly support Allbirds's European expansion and strengthen its position in fulfillment of retail e-commerce.

The e-commerce business will partly consist of single product orders. Aligning with Allbirds's mission to tread lightly on the planet, GEODIS aims for maximum efficiency and minimal warehouse movements. It has introduced a new efficient order-picking process for single-piece flow, which means that in just one pick run, all single piece orders will be selected in bulk. The products will then be labelled customer specific at the packing stations. GEODIS will also control inbound quality and is implementing an innovative new app that uses images of the shoes to identify faults and which allows the auditor to send pictures of products that don't meet Allbirds's high standard.

Mark van den Assem, Managing Director of GEODIS Netherlands, said: "We are very proud that Allbirds has chosen GEODIS as its warehouse partner. We believe that our knowledge of e-fulfillment and innovative warehouse solutions will contribute significantly to Allbirds's success in the European market."

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GEODIS – www.geodis.com

GEODIS is a top-rated, global supply chain operator recognized for its passion and commitment to helping clients overcome their logistical constraints. GEODIS' growth-focused offerings (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport) coupled with the company's truly global reach thanks to a direct presence in 67 countries, and a global network spanning 120 countries, translates in top business rankings, #1 in France, #4 in Europe and #7 worldwide.

In 2017, GEODIS accounted for over 40,500 employees globally and generated €8.1 billion in sales. In 2018, the Company has recently been recognized as leader by Gartner in its 3PL Magic Quadrant.

PRESS CONTACT

Céline Thonnier

GEODIS – Communications Department +33 (0)1 56 76 22 75 – celine.thonnier@geodis.com .